

**REQUEST FOR PROPOSALS
CONCESSION STAND LEASE
COUNTY ADMINISTRATION CENTER
WATERFRONT PARK**

I. BACKGROUND

A. PROJECT DESCRIPTION

The County of San Diego is seeking proposals for the lease and operation of a concession stand (“Concession Stand”) in the new Waterfront Park scheduled to be completed during May 2014. The Concession Stand operator will have the opportunity to serve tourists and county residents visiting Waterfront Park, as well as County staff and members of the public conducting business at the County Administration Center (“CAC”). The Waterfront Park and CAC are located at 1600 Pacific Highway, San Diego, California (see Attachment “A” – Location Map.)

The Waterfront Park Concession Stand is located southeast of the southern entrance to the CAC. The area available for lease is approximately 229 square feet in size, which consist of a 135 square foot serving area and a 94 square foot storage area – see Attachment “B” – Concession Stand Floor Plan. The space includes electricity, water, countertops, shelf space, and a sink. The operator of the Concession Stand will be allowed to serve non-specialty coffee, packaged creamers, bottled or can drinks, prepackaged sandwiches, salads, baked goods, chips, and candy typically offered by concession stands located on County Parks and Recreation property. For more details, see Attachment “C” - Vending and Concessions Nutritional Standards in Parks and Recreation Facilities.

If the selected operator wishes to expand the types of foods and drinks offered to include prepared food items, the operator may propose to construct additional improvements in or near the Concession Stand which support prepared food items at its own cost. Any proposed additional improvements are subject to County approval, which approval may be withheld at the County’s sole discretion. Any additional improvements to the Concession Stand approved by the County shall be constructed in accordance with all applicable laws, regulations and ordinances and be subject to obtaining the required food and building permits.

B. COUNTY GOALS FOR FACILITY

The goals of the County in issuing this Request for Proposals include the following:

- To ensure a quality food service program with reasonable prices at this high profile County facility.
- To encourage the public’s use and enjoyment of Waterfront Park.

- To offer the best quality customer service to people visiting Waterfront Park.

C. PRE-PROPOSAL MEETING

To obtain more detailed information regarding this opportunity, interested parties are encouraged to attend an optional pre-proposal tour of the facility on May 2, 2014 at 10:00 a.m. The Concession Stand is located near the south entrance of the CAC.

D. DELIVERY OF PROPOSALS

Responses to this Request for Proposals along with the Proposal Questionnaire (see Attachment “D”) are due no later than 5:00 p.m. on Friday, May 9, 2014. Late proposals are not accepted and will be returned unopened. Please deliver five (5) copies of your proposal to:

County of San Diego
Real Estate Services Division
Attention: Helmer Rodriguez, Senior Real Property Agent
5560 Overland Avenue
Suite 410
San Diego, California 92123-1294

Questions or requests for clarifications to the Request for Proposals should be submitted in writing to Helmer Rodriguez at the above address or via facsimile at 858-694-2369. Responses to inquiries will be faxed to all proposers. With the exception of construction-plan approval or food-safety permit related questions or clarifications, no other person should be contacted with regard to this project.

For food safety related questions, please call the Department of Environmental Health at 858-505-6660. For questions involving building permits or plan approval, please contact the Department of Planning and Development Services at 858-694-2960.

E. PROPOSED SCHEDULE

Issue Request for Proposals	April 14, 2014
Pre-proposal tour of Concession Stand	May 2, 2014
Proposals due to Real Estate Services	May 9, 2014
Completion of proposal evaluations and proposer selected	May 16, 2014
Lease negotiations completed	May 30, 2014
Board of Supervisors Hearing	June 25, 2014
Lease commencement	July 1, 2014

F. WITHDRAWAL

The County reserves the right to withdraw this Request for Proposals at any time without prior notice. The County also reserves the right to accept or reject any and all proposals for any reason.

G. LEASE APPROVAL

The provisions outlined in this Request for Proposals are non-binding. A binding agreement will not be created until/unless the lease contemplated by this Request for Proposals is fully executed by the selected proposer and the County. The County is not bound by the terms of any lease until it has been formally approved by the County's Board of Supervisors and fully executed by the County's lease administrator. A copy of the form of lease may be requested by contacting Helmer Rodriguez at 858-495-5813 or at helmer.rodriguez@sdcounty.ca.gov.

II. SPECIAL TERMS AND CONDITIONS

A. OPERATIONS

The selected proposer must have a wide range of experience in the operation of this type of food service facility. Proposers should be prepared to provide the County with appropriate references and the addresses of past and present food service facilities operated by the proposer.

B. MAINTENANCE

The County will also be responsible for major maintenance including repairs to structural components of the leased space. The selected proposer shall be expected to keep all areas of the Concession Stand clean, sanitary and free from refuse and debris at all times in compliance with health department food service standards.

C. MAINTENANCE/FIXTURES AND EQUIPMENT

The selected proposer is responsible for maintaining the fixtures in the concession stand. The selected proposer shall be responsible for providing and maintaining any small wares and equipment required by their operation.

D. FINANCIAL OBJECTIVES

The County's objective is to select an operator with the financial capability to operate the Concession Stand with no County subsidy, other than utilities identified as the County's responsibility in Section III D of this Request for Proposals and any major maintenance that may be required. The selected proposer must have the demonstrated ability to operate a concession stand service program in a major governmental or private sector facility and must have the financial capacity to ensure uninterrupted service delivery to the public and the County employees who patronize the facility.

E. HEALTHY CHOICE AND STYROFOAM MATERIALS

The County of San Diego strongly encourages each proposal to include a significant portion of "Healthy Choice" options such as items that include a variety of fresh fruits, vegetables and other foods. These foods should be nutrient dense, high in fiber and protein, and low in simple carbohydrates and fat. The ingredient and nutrition information of each menu option shall be visibly posted for consumer education when available. The selected proposer shall work with

the County of San Diego Health and Human Services Agency to develop nutrition promotion materials and signage such as, but not limited to, point of purchase signage that encourages healthy eating.

The selected proposer shall not use Styrofoam packaging materials for “to go” and prepackaged food items. Packaging used shall conform to the City of San Diego recycling requirements and must be compostable or recyclable food service ware. Compostable products include coated and uncoated paper or other natural fiber products as well as plant-based plastic like products that are clearly labeled as “compostable”. Recyclable products include aluminum foil and plastic tabs and lids marked recyclable

III. GENERAL TERMS AND CONDITIONS

A. LEASE TERM

The term of the lease will be five (5) years. The lease may be extended for an additional five (5) years if the lessee is in full compliance with the terms of the lease and upon the mutual agreement of the County and the lessee. The option to extend the term of the lease will be subject to the selected proposer’s compliance with the minimum performance standards outlined in Section IV of this Request for Proposals and the subsequent lease agreement.

B. HOURS OF OPERATION

The minimum hours of operation for the Concession Stand are from 9:00 a.m. to 5:00 p.m. on Sunday through Thursday and from 9:00 a.m. to 7:00 p.m. on Fridays and Saturdays.

C. INSURANCE

The selected proposer shall provide the following minimum insurance (the lease contains the complete insurance terms):

1. A Worker’s Compensation insurance policy covering all employees and subcontractors of the selected proposer.
2. Comprehensive General and Automobile Liability Insurance of \$2,000,000 combined single limit Bodily Injury and Property Damage.
3. All insurance policies shall name the County of San Diego as additional insured.

D. UTILITIES

The County will be responsible for the cost of water and electricity serving the leased space. The County is committed to energy conservation and selected proposer shall be expected to cooperate with reasonable energy conservation practices.

E. SUBLEASING

The selected proposer shall not enter into any subleases without prior written approval from the County.

F. CATERING

The selected proposer may use the leased premises for offsite catering only for County of San Diego functions.

IV. MINIMUM PERFORMANCE STANDARDS

The minimum performance standards are as follows:

A. CUSTOMER SERVICE

Customer Service Surveys - The selected proposer shall make every effort to ensure the following minimum performance standards are met:

1. Provide an appetizing and diverse menu.
2. Maintain clean and sanitary equipment and serving areas.
3. Cordial service.
4. Provide fair and reasonable prices.

V. OPERATOR EVALUATION AND SELECTION

Written proposals will be evaluated by a selection committee designated by the County. Responses to this Request for Proposals should address all the minimum performance standards outlined in Section IV above. The selected proposer should also identify new opportunities and marketing strategies to attract the public and employees to the Concession Stand. The selection committee will use the following criteria in evaluating proposals:

A. OPERATIONS

1. A list of food and drink items to be provided along with prices.
2. The proposer's history of experience in managing concession stands located in government and/or and private sector properties of similar size and visibility.
3. A current example of a facility under lease by the proposer, if any, which may be visited by the selection committee.
4. The proposer's customer service experience.
5. The proposer's food service marketing experience.
6. A marketing plan with innovative approaches to concession stand operations that will be implemented by the proposer to attract increased customers.
7. The ability of the proposer to provide food for special events at Waterfront Park.

B. The ability of the proposer to abide by the County Recycling and Food Waste Composting Program. **MAINTENANCE**

1. The proposer's experience in providing food service area cleaning services required for daily maintenance to maintain compliance with health department food service standards.

C. FINANCIAL

1. The proposer's experience in bookkeeping and auditing financial data related to concession stand operations.
2. The proposer's demonstrated ability to pay monthly rent in accordance with a lease agreement.
3. The approximate investment the proposer will make in kitchen small wares and other equipment.
4. The amount of rent the proposer is willing to pay to the County to lease the Concession Stand.

VI. NEGOTIATIONS

After the final recommendation of the most qualified proposer by the selection committee, a lease document will be negotiated and prepared that incorporates operational items and performance standard items based upon the response to the Request for Proposals, written responses to the proposer's written questions concerning the Request for Proposals, selection committee input, and the proposer's submitted proposal. If a lease cannot be negotiated, the County may, at its sole discretion, begin negotiations with other responsible proposers and terminate negotiations with the previously selected proposer.

Each proposer will be notified of the decision of the County's selection committee. It is the duty of each proposer to request any clarifying information from the County as it pertains to this Request for Proposals. Any clarifications provided by the County will be provided to all proposer's. All proposals must be signed by an authorized officer/employee with the authority to bind the entity submitting a proposal. The lease is subject to approval by the County's Board of Supervisors.

VII. PROPRIETARY INFORMATION

All response documents become the property of the County and subject to the Public Records Act requirements set forth in California Government Code Section 6250 and following. Information provided will be kept confidential to the extent permitted by law.

VIII. CLAIMS AGAINST THE COUNTY

Proposer, and its respective officers, agents, employees or representatives, shall have no claims whatsoever against the County or any of its respective officials, agents, or employees arising out of or relating to this Request for Proposals or these procedures (other than those arising under a lease with your organization in accordance with the terms of the lease).

Attachment

A - Location Map

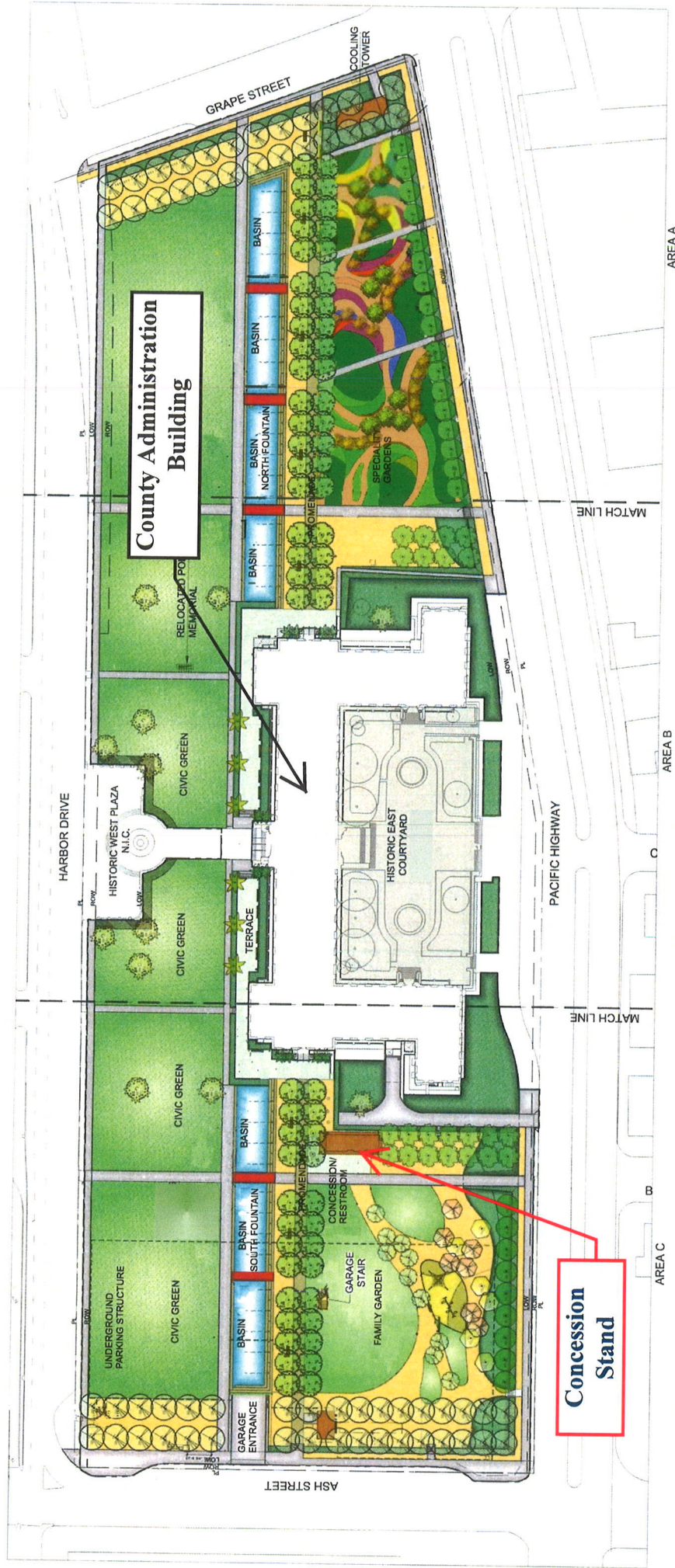
B – Concession Stand Floor Plan

C – Nutritional Standards in Parks and Recreation Facilities

D – Proposal Questionnaire

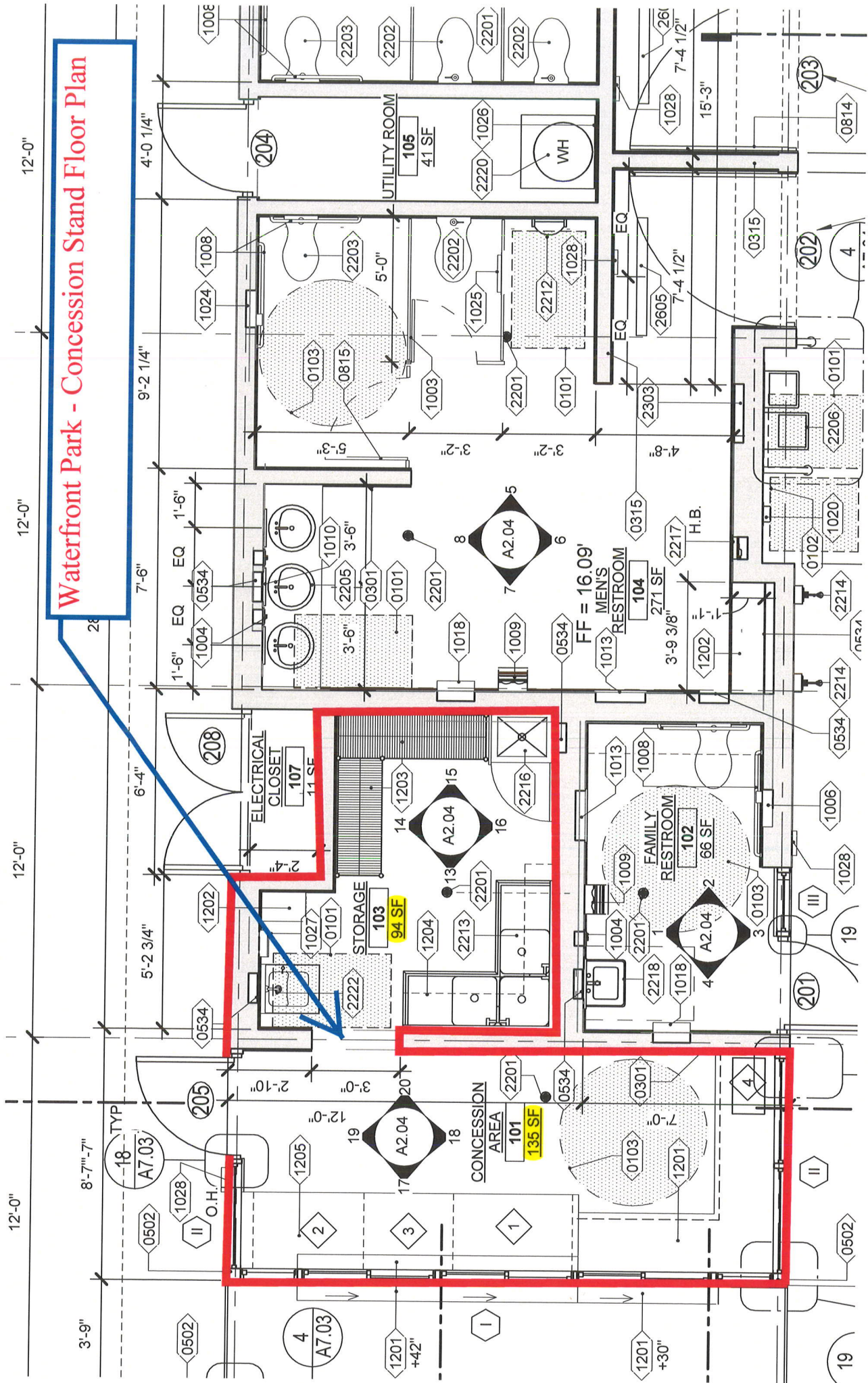
ATTACHMENT "A"
Location Map - 1600 Pacific Highway

Waterfront Park



ATTACHMENT "B"

Waterfront Park - Concession Stand Floor Plan



ATTACHMENT "C"

COUNTY OF SAN DIEGO
DEPARTMENT OF PARKS AND RECREATION
POLICY & PROCEDURE MEMORANDUM

POLICY NUMBER
C-37
Page 1 of 3

TITLE: Vending and Concessions Nutritional Standards in Parks and Recreation Facilities

Date issued/revised: February 22, 2011

Authorized by: Brian Albright, Director

Signature: 

IT IS THE POLICY of the County of San Diego Department of Parks and Recreation that it is in the interest of public health to establish guidelines to provide healthier options for food and beverages sold on Department of Parks and Recreation property.

Background

Childhood obesity has reached epidemic proportions. Obesity causes health problems and results in significant financial burdens to individuals and taxpayers. A Call to Action: San Diego County Childhood Obesity Action Plan was developed using an ecological model to promote health and help prevent childhood obesity. According to this Action Plan and the subsequent Childhood Obesity Initiative, a supportive environment helps individuals make positive behavioral changes. A key strategy of the Action Plan includes providing healthy choices in vending machines. This policy will improve the nutritional content of items sold in DPR property to the benefit of individuals who use our facilities. High-calorie sodas, large portion sizes, and low-nutrition foods contribute to obesity, as well as displacing healthier options.

By implementing this policy in DPR facilities, we can assist in building a supportive community environment for healthy nutrition and create more demand for healthy foods. The implementation of this policy will promote good nutrition and create a positive environment to foster healthy eating habits in employees, the public, and others who use our facilities. These nutritional standards are based on standards set by California Education Code Sections 49430- 49431.5 (SB 12 and SB 965; Statutes of 2005) and recommendations from the San Diego Nutrition Network and California Project LEAN.

Policy

1. Vending machines on DPR property will contain the following percentages of items that meet the food and beverage nutritional standards set forth in Section 2:
 - A. 100% of the food and beverages sold in vending machines at DPR facilities that primarily serve youth such as recreation centers and sports facilities; and
 - B. 50% of the food and beverages sold in vending machines at all other DPR facilities such as parks and open space.
2. The food and beverage nutritional standards are as follows:
 - A. **Beverages:** Beverage volumes of no more than 12 ounces (except water), and no more than 250 calories per container. Note: If juices are available in smaller-sized portions, such as 6 ounces, they are preferred. The beverages that meet the nutritional standards offered in each vending machine will be one or more of the following:

ATTACHMENT "C"

COUNTY OF SAN DIEGO
DEPARTMENT OF PARKS AND RECREATION
POLICY & PROCEDURE MEMORANDUM

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TITLE: Vending and Concessions Nutritional Standards in Parks and Recreation Facilities

- i) Water (no volume limit; 0 calories);
- ii) Non-fat or 1% low-fat milk, including soy, cow's milk, chocolate, or other flavored milk, containing no more than 15 grams of added sugar per 240 ml, serving or 3 tsp, sugar per 1 cup;
- iii) 100% fruit or vegetable juice;
- iv) Fruit-based drinks containing at least 50% juice and no added caloric sweeteners, such as sugar or high-fructose corn syrup;
- v) All other non-caloric beverages, including diet sodas; and
- vi) Sport drinks with no more than 100 calories.

B. **Snacks and Entrées:** Snacks and entrée food items that meet the nutritional standards offered in each vending machine will meet all the following criteria for each individual package:

- i) Snacks: No more than 250 calories;
- ii) Entrées: No more than 400 calories. An entrée is defined as a food generally regarded as being the primary food in a meal and will include, but not be limited to, sandwiches, burritos, pasta, and pizza;
- iii) No more than 35% calories from fat (excluding legumes, nuts, nut butters, seeds, eggs, non-fried vegetables, and cheese packaged for individual sale). Snack mixes and entrée foods, of which nuts are a part, must meet the 35% standard;
- iv) No more than 10% of calories from saturated fat (excluding eggs or cheese packaged for individual sale);
- v) No trans fats;
- vi) No more than 35% total weight from sugar and caloric sweeteners except for fruits and vegetables that have not been processed with added sweeteners or fats; and
- vii) No more than 360 mg. of sodium per serving for snacks and 575 mg. of sodium per serving for entrées.

C. At least one item meeting the above criteria in each vending machine will also meet the FDA definition of "low sodium" (less than 140 mg. of sodium per serving for a snack and 225 mg. per serving for an entrée).

D. It is also recommended that vending machine options have items that contain at least 2 grams of dietary fiber.

3. Concession stands and snack bars on Department of Parks and Recreation properties will offer a minimum of 50% of products that meet the food and beverage nutritional standards set forth in Section 2 in addition to the following:

A. No beverages will have volumes of more than 12 ounces (except water). **Refills are not encouraged.**

ATTACHMENT "C"

COUNTY OF SAN DIEGO DEPARTMENT OF PARKS AND RECREATION POLICY & PROCEDURE MEMORANDUM	POLICY NUMBER C-37 Page 3 of 3
TITLE: Vending and Concessions Nutritional Standards in Parks and Recreation Facilities	

- B. For every product that does not meet the food and beverage nutrition standards, a like product that meets the standards will be provided (for example, if a hamburger is offered, a veggie burger or turkey sandwich must be offered; if pepperoni pizza is offered, a veggie topping pizza must be offered; if regular ice cream is offered, non-fat frozen yogurt must be offered.)
- C. Prepackaged products sold must only be offered in regular sized single serving packages. Non packaged food (i.e. pizza, hot dogs, burgers, nachos) must be sold in small, single serving size portions.
 - i) Only regular size candy bars can be offered (no King Size packages).
 - ii) Only regular sized hot dogs can be offered (no jumbo size)
 - iii) Hamburgers must be 'A lb. or less.
 - iv) Regular chips can only be offered in 2 oz. or less packages.
- D. Products that meet the nutritional standards must be placed more prominently than items that do not meet the standards.
- E. At least one fresh fruit or vegetable must be offered when other products are sold.
- F. It is recommended that concession stands that predominantly serve youth have more than 50% choices that meet the standards.
- 4. Beverages, Snacks, and other food products that meet these nutritional standards will be comparatively priced to products that do not meet the nutritional standards.
- 5. The products advertised on Parks and Recreation property will only be beverages, snacks or foods that meet the nutritional standards with the exception of diet soda and sports drinks.
- 6. The Department of Parks and Recreation will provide resources and lists of acceptable products that meet the nutrition standards upon request.
- 7. The Department of Parks and Recreation reserves the right to limit quantities and exercise control on any food/beverage item offered at a Department of Parks and Recreation facility.

END



ATTACHMENT "D"

PROPOSAL QUESTIONNAIRE – for Lease or Sale of County Property County of San Diego

Real Estate Services Division • 5560 Overland Avenue, Suite 410 • San Diego, CA • 92123-1204

I INDIVIDUAL INFORMATION (MUST BE COMPLETED FOR EACH INDIVIDUAL SIGNING LEASE)

Name: _____ SSN # _____ Date: _____

Tax ID# if Corporation: _____

Address: _____ City: _____ State: _____ Zip: _____

Present Business Address: _____

If at above address less than one (1) year:

Previous Address: _____ City: _____ State: _____ Zip: _____

Home phone: _____ Business Phone: _____

Birthday: _____ Driver's License #: _____ State: _____

Employer: _____ Position: _____ Hire Date: _____

If Self Employed, How Long: _____ **Proposed Rent** _____

II CORPORATE INFORMATION * Please include Corporate Articles of Incorporation with this questionnaire.

Corporate Name: _____ DBA: _____

Business Address: _____ City: _____ State: _____ Zip: _____

How Long a Corporation: _____

Officer: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

Officer: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

NOTE: ANY LEASE AGREEMENT SIGNED WITH A CORPORATION WILL REQUIRE A STATEMENT OF PERSONAL GUARANTEE TO BE SIGNED.

III GENERAL INFORMATION

Landlord: _____

Address: _____ Phone: _____

Personal Bank

Checking Branch/City: _____ Account #: _____

Savings Branch/City: _____ Account #: _____

Business Bank

Name on Account: _____ Branch/City: _____ Account #: _____

IV PROPOSED USE OF COUNTY PROPERTY

Please provide an in-depth description of the proposed use. Vague or limited description may result in denial of application.
(Not required for Purchase of County Property)

ATTACHMENT "D"

V LOCATION OF COUNTY PROPERTY

Street Address: _____

Or

Assessor Parcel Number: _____

VI BUSINESS DECLARATIONS

- A. Has this business, its officers, partners, or owners ever been delinquent in payment of any financial obligations?
☐ No ☐ Yes (If Yes, please explain)

- B. Has this business, its officers, partners, or owners ever been a defendant in an unlawful detainer and/or breach of contract lawsuit?
☐ No ☐ Yes (If Yes, please explain)

VII CREDIT REFERENCES

- | | | |
|----|----------------|--------------------------|
| 1. | Name | Area code + Phone number |
| | Street Address | City State Zip Code |
| 2. | Name | Area code + Phone number |
| | Street Address | City State Zip Code |
| 3. | Name | Area code + Phone number |
| | Street Address | City State Zip Code |

VIII TRADE REFERENCES

- | | | |
|----|----------------|--------------------------|
| 1. | Name | Area code + Phone number |
| | Street Address | City State Zip Code |
| 2. | Name | Area code + Phone number |
| | Street Address | City State Zip Code |
| 3. | Name | Area code + Phone number |
| | Street Address | City State Zip Code |

I/We hereby authorize the County of San Diego to conduct a credit investigation/request credit reports and verify all information on this application by contacting the sources listed or any other sources available. I/We understand that if information cannot be verified, this application may not be approved. Submission of this application does not constitute approval or require the County of San Diego to enter into negotiations for the sale, lease or use of County property.

Signature

Title

Date

